

# M A R K E T I N G P L A N

2  
0  
0  
6

## Table of Contents

### ii ..... Message from the Director

### 1 ..... Research

1	..... Advertising and Public Relations Effectiveness
1	..... Advertising Concept Study – Domestic Markets
1	..... Nationwide Data Resources
1	..... Lodging Statistics
2	..... Economic Impact Analysis
2	..... Market Share Analysis
2	..... Web Site Study
2	... AnalyticCRM System-Database Management and Analysis

### 3 ..... Communications

3	..... Official Missouri Vacation Planner
3	..... Publications
4	..... Public Relations
4	..... <a href="http://www.VisitMO.com">www.VisitMO.com</a>

### 5 ..... Cooperative Marketing

6	..... Measuring Success
7	..... FY07 Funding Opportunities

### 7 ..... Domestic Marketing

### 14 ..... International

14	..... Target Markets
16	..... Future Itinerary Concepts

### 16 ..... Cultural Tourism

16	..... Lewis And Clark Bicentennial Commemoration
17	..... Missouri's Civil War
17	..... Other Missouri History
19	..... Promote Missouri Heritage
20	..... Promote Missouri Arts
21	..... Promote Missouri as an Agritourism Destination

### 22 ..... Tour and Travel

22	..... Target Markets
22	..... Target Audience

### 24 ..... Events, Trade Shows and Marketplaces



# MESSAGE FROM THE DIRECTOR

Each spring the Jacks Fork tunes up its siren song. The early April currents past Smash Rock and Jam-up challenge even veteran paddlers. A dozen deep springs pump life into fauna and flora alike. And the camaraderie of old friends around a campfire renews the spirit.

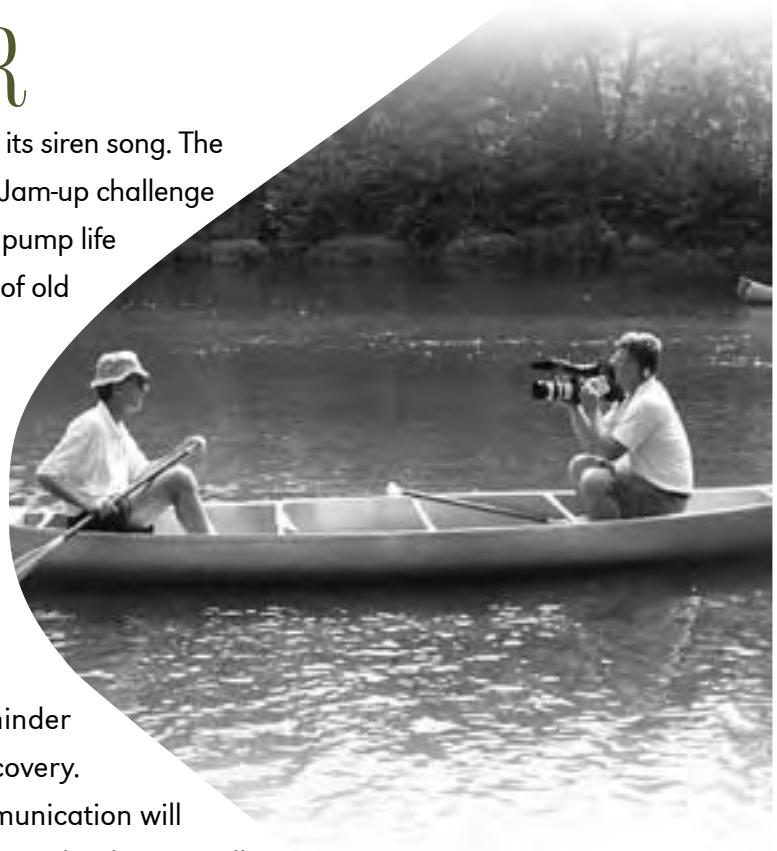
Missouri's rivers are a gift, a gift that my father showed me, a gift in turn shared with my daughters, and a gift that in recent years two young grandsons have unwrapped. To be able to share their excitement when the current has one plan and the guy steering the canoe disagrees, their fun when a bluegill takes a nibble of worm, their determination as they keep eyes on a blue heron that guides the way downriver is a comforting reminder of journeys taken and a delightful forecast of future discovery.

With fewer resources this year, our streams of communication will cover less ground. A 26 percent budget reduction means the division will make an estimated 367 million fewer media impressions on potential travelers. Meantime, our major competitors, the eight states that touch our borders, have increased tourism budgets an average of 15.5 percent. The good news is, our industry partners are fully funded through the Cooperative Marketing Program, so they have a great opportunity to maintain or increase their individual marketing numbers. Enhanced local measurement will help them gauge their success. We continue to study expanding Cooperative Marketing opportunities, with the necessary accompanying measurement.

And we continue to monitor and improve the health of the stream. Our plan to streamline data collection will save the industry time, and save \$20,000 to \$40,000 for the division to use in bolstering our marketing efforts.

To a certain extent we have become victims of our own success. We continue to receive inquiries from other states and tourism entities about our groundbreaking funding formula. Many of those destinations are emulating our achievement; they have patterned their funding plans after ours and now are in a position to challenge us for market share. As they increase their resources and sharpen their skills, we must become ever more efficient in our efforts. Equally important, we must foster a sense of pride in Missouri and Missouri's travel opportunities.

We have carefully analyzed this new tourism landscape, scaled back programs and are plotting a narrower, but no less aggressive route to continue bolstering state coffers with tourism dollars.





# Research

The Missouri Division of Tourism conducts research to evaluate successful initiatives and as a forward-looking strategic planning tool. In the spring of 2006, MDT will once again seek bids for our primary research contracts. The types of research conducted is contingent upon marketing plans and funding. Additionally, during the bidding process, we will look for companies offering the latest methodologies.

## ADVERTISING AND PUBLIC RELATIONS EFFECTIVENESS

A pre- and post-advertising campaign study determines the levels of advertising recall and the effectiveness of campaign messages. We measure return on investment and overall ad effectiveness. Geographic areas surveyed are those targeted by advertising campaigns.

*Vendor: To be rebid spring 2006*

*Phase one: fall 2006; phase two: early 2007*

## ADVERTISING CONCEPT STUDY – DOMESTIC MARKETS

This study includes a qualitative (focus groups) and quantitative (online) evaluation of both current advertising as well as new concepts. This study is performed from the perspective of the domestic traveler. It is conducted prior to the start of the spring campaign and evaluates the anticipated effectiveness of various types of advertising.

*Vendor: Bidding in spring 2006*

*December 2006*

## NATIONWIDE DATA RESOURCES

Raw consumer data from these companies include trip activities, transportation modes, destinations, accommodations, dollars spent, travel intentions, psychographics, customer satisfaction, etc. Data reports are used as a basis for economic impact and market share reports.

*Vendor: TIA, DKS and A, TNS/Plog*

*Quarterly*

## LODGING STATISTICS

These monthly reports reflect lodging occupancy throughout the state and provide comparisons to competitors. The data help indicate travel trends.

*Vendor: Smith Travel*

*Monthly*

## ECONOMIC IMPACT ANALYSIS

This report summarizes the regional direct economic impact analysis of Missouri travel and tourism on the state.

*Vendor: University of Missouri-Columbia*

*January 2006*

## MARKET SHARE ANALYSIS

This analysis compares the size of Missouri's tourism activities to that of competitive states.

*Vendor: University of Missouri-Columbia*

*January 2006*

## WEB SITE STUDY

The first phase of the two-phase study asks Web site users to evaluate our site, thus determining who visits VisitMO.com. The follow-up phase examines the differences between Web visitors who actually come to Missouri and those who do not. The study is being conducted with other states and will show how we compare.

*Vendor: Texas A and M*

*Quarterly, year-end reporting in January/February*



## Missouri's Five Vacation Regions



## ANALYTICCRM SYSTEM-DATABASE

### MANAGEMENT AND ANALYSIS

In FY05 RUF Strategic Marketing implemented its proprietary integrated customer intelligence marketing application. The application allows up-to-the-minute penetration analysis that includes inquiry activity by geographic location down to a household cluster. Access to 110 million records contained within the RUF data resources allows exceptional profile analysis. This provides the availability of cloned Missouri visitor mailing lists that can be purchased for direct marketing applications.

*Vendor: RUF Strategic Marketing*

*Ongoing*

Projections for FY06 are a 3.0 percent increase in tax revenue receipts due to tourism; and in FY07, a 3.5 percent increase.

# Communications

The Communications Program is responsible for creating the Missouri Division of Tourism's publications, conducting public relations activities and developing and managing the Web site, [www.VisitMO.com](http://www.VisitMO.com).



## **OFFICIAL MISSOURI VACATION PLANNER**

### **Goal**

Disseminate information about travel in Missouri to attract prospective visitors.

### **Strategy**

Produce a comprehensive travel publication that includes recreational opportunities, attractions and accommodations.

### **Tactics**

- Compile up-to-date data and eliminate redundancies in information collection by using the division's extranet as the source for *Vacation Planner* listings.
- Highlight special areas of interest to travelers visiting Missouri with various feature sections.
- Spotlight new attractions.
- Conduct an annual photo contest, in which visitors submit their images for consideration in publications.

## **PUBLICATIONS**

### **Goal**

Strengthen awareness of Division of Tourism activities and programs, as well as sites and attractions of interest to Missouri residents.

### **Strategy**

Create informative publications and an online newsletter for a variety of audiences.

### **Tactics**

- **Annual Report**, audience - Missouri State Legislature.
- **Tourism's Little Book**, audience - Missouri tourism industry.
- **Spring Newspaper Insert**, audience - Missouri residents.
- **Marketing Plan**, audience - Missouri tourism industry.
- **Monitor**, audience - Missouri tourism industry and public.

## PUBLIC RELATIONS

### Goal

Support the division's objective of increasing revenue from travelers' expenditures.

### Strategy

Increase awareness of Missouri as a vacation destination by generating positive coverage in the media.

### Tactics

- Leverage editorial coverage through media buys.
- Generate timely, accurate and appealing news releases about Missouri tourism destinations.
- Host press tours for travel writers.
- Coordinate individual press tours and assist writers visiting Missouri on assignment.
- Publicize special events.
- Pitch Missouri travel stories to journalists at media marketplaces: North American Travel Journalists Association Conference and Marketplace, Public Relations Society of America Tour and Travel Marketplace, Midwest Travel Writers Association, Travel Media Showcase and Missouri Press Association Convention.
- Make in-person calls on editors of targeted national publications during New York and Midwest media missions.
- Maintain memberships in media organizations, including the Public Relations Society of America Tour and Travel Section, Midwest Travel Writers, Outdoor Writers Association of America, the Missouri Broadcasters Association and the Missouri Press Association.
- Assist journalists gathering information and images.
- Maintain and update an online News Bureau at [www.news.VisitMO.com](http://www.news.VisitMO.com).

## [www.VisitMO.com](http://www.VisitMO.com)

### Goal

Employ the most cost-effective means of placing MDT's message before the public.

### Strategy

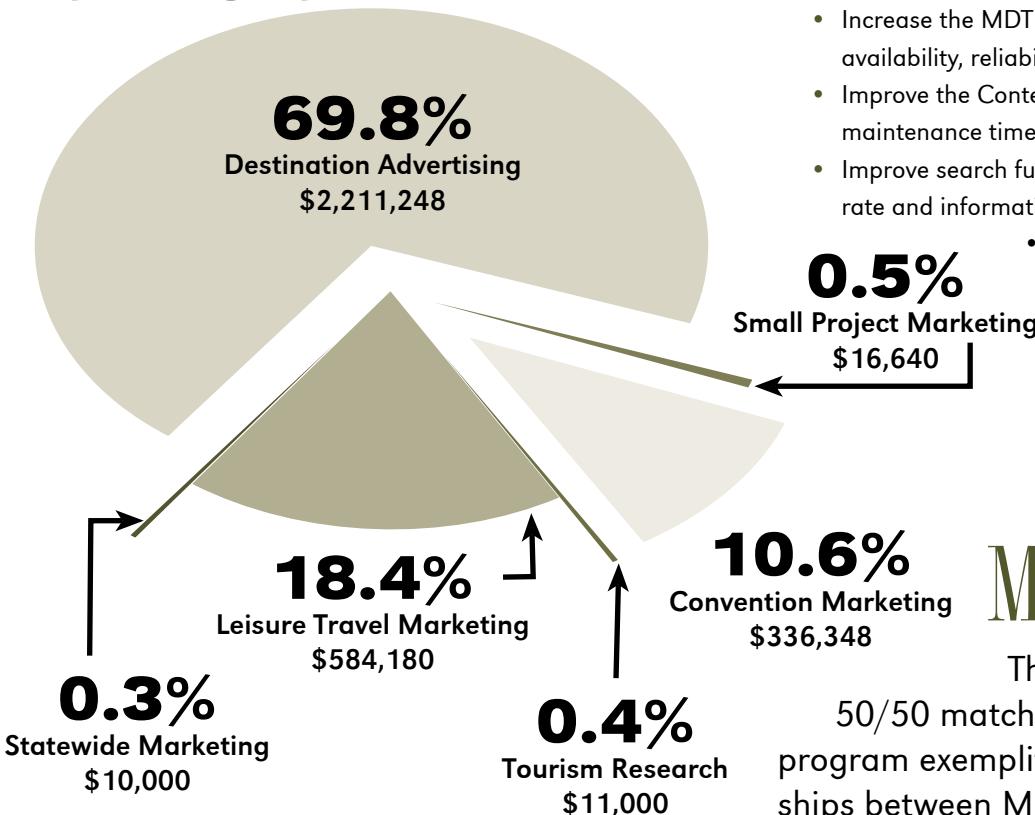
Increasingly use the Division of Tourism Web site as the vehicle to disseminate information about Missouri destinations, attractions, events and promotions.

### Tactics

- Enhance [www.VisitMO.com](http://www.VisitMO.com) to create an industry-leading Web site.
- Use the MDT Web site extranet to collect information for publications, including the *Vacation Planner*.
  - Offer industry members extranet training on proper posting of their listings.



## Cooperative Marketing by Category



- Upgrade the site platform, building a modular system that will make adding functionality to the framework more efficient and cost effective.
- Increase the MDT Web server's ability to maintain site availability, reliability and performance.
- Improve the Content Management System tool to save maintenance time and costs.
- Improve search functionality to make results more accurate and informative.

- Improve navigation.
- Enhance and expand mapping.
- Enhance trip ideas, itineraries.
- Utilize dot travel domain names.

## Cooperative Marketing

The Division of Tourism's

50/50 matching funds reimbursement program exemplifies the valuable partnerships between MDT and Missouri destination marketing organizations (DMOs). The Cooperative Marketing Program provides a dollar for dollar match for the implementation of approved performance-based tourism marketing projects developed by certified non-profit, professional DMOs.

### Goal

Increase domestic tourism revenues.

### Strategies

- Extend MDT marketing resources through participation in strategic marketing partnerships.
- Support local performance-driven marketing projects that increase tourism.
- Provide incentives and opportunities for marketing growth and improvements.
- Strengthen tourism industry and MDT partnerships.

### Tactic

- MDT will fund projects that support the program strategies. Fiscal year 2006 Cooperative Marketing awards total \$3,169,415. Combined with the local match, the FY06 program exceeds \$6.4 million in tourism advertising activities. Ninety-one percent of the dollars budgeted for the FY06 Cooperative Mar-

# FY07 Cooperative Marketing Program

Category	Small Project	Tourism Research	Traditional Leisure	Traditional Statewide	Traditional Convention	Destination Advertising
<b>Certification requirements</b>	All certification levels	All certification levels	Leisure Travel or Destination Advertising	Statewide Marketing	Leisure Travel or Destination Advertising	Destination Advertising
<b>Project period</b>	Two six-month periods	One 12-month period	One 12-month period	One 12-month period	One 12-month period	One 12-month period
<b>Minimum state funds per application<sup>1</sup></b>	\$500	\$500	\$5,000	\$1,000	\$5,000	\$50,000
<b>Maximum state funds per application<sup>1</sup></b>	\$5,000	\$5,000	\$50,000	\$10,000	\$60,000	\$400,000
<b>Organization fiscal year maximum<sup>1</sup></b>	\$10,000	\$5,000	\$50,000	\$10,000	\$60,000	\$400,000
<b>Maximum number of applications accepted</b>	One per project period/ two per fiscal year	One per fiscal year	One to three total per fiscal year	One per fiscal year	One or two per fiscal year	One or two per fiscal year
<b>Applications due</b>	March 1, 2006 and Sept. 1, 2006	January 31, 2006	January 31, 2006	January 31, 2006	January 31, 2006	April 15, 2006
<b>Proposed FY07 funding levels by category<sup>2</sup></b>	<b>\$40,000</b>	<b>\$50,000</b>	<b>\$700,000</b>	<b>\$20,000</b>	<b>\$300,000</b>	<b>\$2,180,000</b>
<b>PROPOSED FY07 FUNDING<sup>2</sup></b>	<b>\$800,000</b>			<b>\$20,000</b>	<b>\$300,000</b>	<b>\$2,180,000</b>
	<b>\$3,300,000</b>					

<sup>1</sup> This is a 50/50 matching funds reimbursement program. These minimums and maximums reflect only the state's share. Projects are funded at 50 percent local dollars and 50 percent state match.

<sup>2</sup> This chart represents the proposed amount to be allocated for the Cooperative Marketing Program. Funding granted to MDT may necessitate adjustments.

Marketing projects, or \$5,809,599, will be used for the placement of media advertising between July 1, 2005, and June 30, 2006.

Cooperative Marketing advertising placements both complement and enhance MDT's media plan. By doubling the division's Co-op investment, this program plays a crucial role in the success of MDT's overall domestic marketing strategy.

## MEASURING SUCCESS

The Cooperative Marketing Program requires that all program participants receiving funding awards of \$10,000 to \$50,000 develop and implement systematic plans measuring the outcome of their tourism marketing efforts. These plans must include quarterly reporting of marketing response, as well as an in-depth measurement plan designed for each project.

Destination Advertising participants receiving awards of \$50,000 or more must report their ad response tracking each



quarter, as well as implement an approved outcome measurement plan that includes a calculation of return on investment.

Following the conclusion of each fiscal year, MDT combines and analyzes outcome information provided by participants. MDT publishes this information in an annual program summary report, available in February.

## FY07 FUNDING OPPORTUNITIES

MDT distributed the program information for FY07 during the first week of August 2005. To introduce each new program year, our Co-op staff schedules educational seminars during September and October. Visit the MDT Web site, VisitMO.com, for additional information on the Cooperative Marketing Program, including DMO certification, FY07 program guidelines, applications, instructions and seminar registration. At the home page, click on Industry Insights, then Cooperative Marketing Program, finally FY07 Program Information.

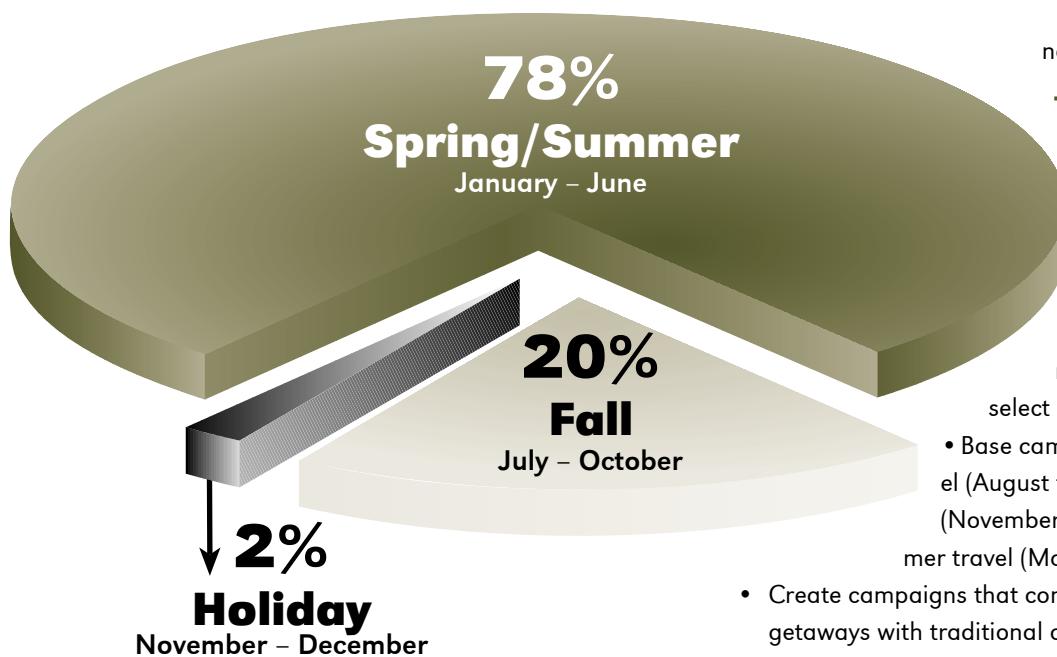
# Domestic Marketing

While Domestic Marketing comprises portions of the division's other marketing programs, what follows is information on MDT's general marketing program, which encompasses the majority of the target population.

### Goal

Increase visitation to Missouri by out-of-state travelers and raise the number of Missouri residents who opt to spend their vacations in-state.

## General Marketing Advertising by Season



### Strategy

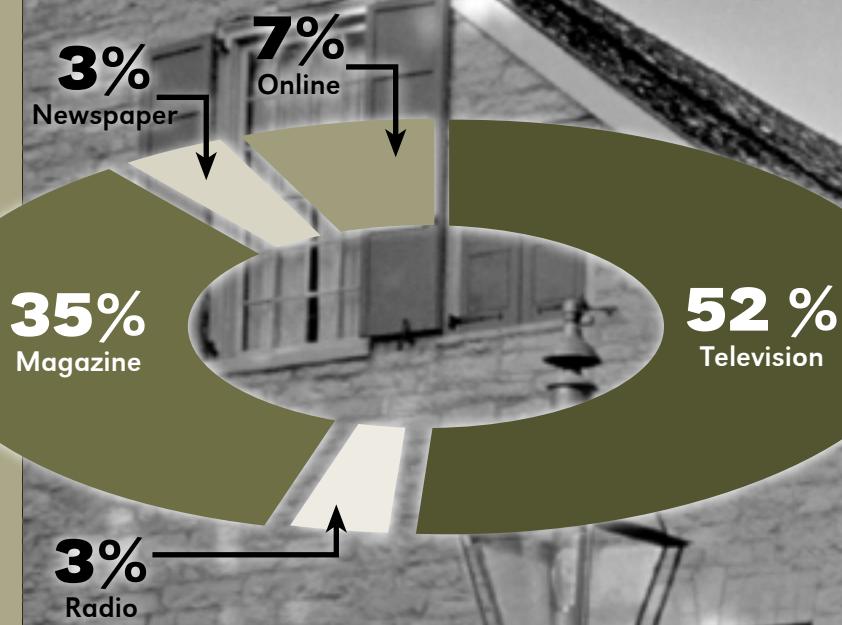
Increase consumer awareness of Missouri's tourism products.

### Tactics

- Place advertising utilizing a balanced mix of image and awareness-building media
  - primarily broadcast and direct response-oriented media
    - including television, radio, magazines, newspapers and select online placements.
- Base campaign timing to promote fall travel (August through October), holiday travel (November and December), and spring/summer travel (March through July).
- Create campaigns that combine shorter, more frequent getaways with traditional one- or two-week vacations.

## **Proposed 2006 Magazine Advertising**

## General Marketing Advertising by Media Type



FELIX VALLE  
STATE HISTORIC SITE  
DEPARTMENT OF  
NATURAL RESOURCES

# Proposed 2006 Television and Radio Advertising by Tier

## TELEVISION

### Spot Market – Tier I Markets

Cedar Rapids-Waterloo & Dubuque												
Champaign & Springfield-Decatur												
Des Moines-Ames												
Jonesboro												
Omaha												
Paducah-Cape Girardeau-Harrisburg-Mt. Vernon												
Peoria-Bloomington												
Topeka												
Wichita												

## TELEVISION

### Spot Market – Tier II Markets

Chicago*												
Dallas*												
Evansville												
Ft. Smith-Fayetteville-Springdale-Rogers												
Lincoln & Hastings-Kearney												
Oklahoma City												
Quad Cities												
Rochester-Mason City-Austin												
Sioux City												
Tulsa												

## RADIO

### Spot Market – Tier I Markets

Cedar Rapids-Waterloo & Dubuque												
Champaign & Springfield-Decatur												
Des Moines-Ames												
Jonesboro												
Omaha												
Paducah-Cape Girardeau-Harrisburg-Mt. Vernon												
Peoria-Bloomington												
Topeka												
Wichita												

\*Due to the FY06 budget, MDT will not purchase television advertising time in these markets in 2006.

January February March April May June July August September October November December

# The Division of Tourism will continue to work with PGA Tour professional golfer Hale Irwin to promote the state's golfing opportunities.

- Emphasize in all communications Missouri's unique appeal to potential travelers who possess a wide variety of leisure travel interests and needs.
- Use promotions in media campaigns to extend advertising budgets via partnerships.
- Continue to have Missouri represented at national and regional sports shows and other outdoor marketing events.
- Reach our best customers by employing targeted, one-to-one messages in direct marketing efforts.
- Support industry participation in sports shows, as well as assist DMOs' efforts to attract and secure teams.
- Increase emphasis on meeting and convention marketing as part of MDT's overall marketing plan.

## Strategy

Provide educational and networking assistance to the Missouri tourism industry.

## Tactic

- Missouri Governor's Conference on Tourism: Along with corporate and industry sponsors, the division brings in well-known national and regional speakers to provide Missouri tourism professionals with the most up-to-date tourism-related information. Marketing, including online strategies, public relations and research are stressed.

## Strategy

Increase golfing visits to Missouri, particularly during the late fall and early spring.

## Tactics

- Pitch feature story ideas to editors of golf magazines.
- Pitch stories to editors of travel sections at targeted newspapers.
- Pitch stories to editors of sports pages at targeted newspapers.
- Develop a golf itinerary or golf tour.
- Purchase space in publications for golfers.
- Bundle with advertorials.
- Continue to use PGA Tour professional Hale Irwin in promotional spots and public relations.

## Proposed 2006 Television, Radio and Online Advertising

### RADIO Network

Learfield Networks (Mo, Iowa, Ill., Neb.)											
Kansas City Royals Approx. 63 stations											
St. Louis Cardinals Approx. 98 stations											

### TELEVISION Network

Kansas City Royals TV Approx. 15 DMAs											
St. Louis Cardinals TV Approx. 23 DMAs											

### ONLINE

Adventure Travel Sites											
General Travel Sites											
Lifestyle Sites											
Local/Regional Newspaper Sites											
Local/Regional TV and Radio Sites											
Promotional Sites											
Media Value-Added Sites											
Search Engine Marketing											

## Domestic Advertising Market Tiers





# International

While exchange rates, air safety and the perception of transportation safety are not within the control of any marketing entity, it is vital to maintain a strong presence in Canada and the United Kingdom. According to the Canadian Tourism Research Institute, all indicators point to a slow but steady return to a pre-2001 success rate by 2006. The U.S. Department of Commerce, Office of Travel and Tourism Industries, predicts a similar 2006 recovery for the United Kingdom.

In the wake of Missouri's FY06 United Kingdom international budget decreases, Legacy Dimensions, along with MDT's United Kingdom representation firm, Cellet Travel Services, will maintain current relationships and programs to contribute to the Missouri Division of Tourism's desired outcome of increased international visitation. However, our primary international focus will be Canada.

## TARGET MARKETS

### **Canada**

Sixty-five percent of Canadians visiting Missouri come from Ontario. Thus, the primary marketing efforts will be focused in this province, with secondary emphasis on others listed:

1. Ontario
2. Manitoba
3. Quebec
4. British Columbia

### **United Kingdom/Ireland**

Increased available product offerings and tour operator passenger booking reports continue to reinforce the United Kingdom as a primary international market. However, FY06 budget issues have resulted in decreased overseas marketing efforts for this year.

### **Goal**

Increase international visitors to Missouri.





## Missouri's target audiences in Canadian and U.K. markets share similar traits:

- Empty nesters traveling alone or with older children;
- Age 50-plus, traveling in parties of two;
- Have visited the United States at least four times prior to a Missouri visit;
- Combine a Missouri visit with visits to at least two other states;
- Research destinations and rely on recommendations;
- Have interest in authentic experiences and familiar icons;
- Take their holidays via auto (fly/drive);
- Fifty-five percent of Canadians travel to Missouri via auto.

### Strategy

Raise consumer awareness of the state's offerings.

### Tactics

- Participate in consumer shows in primary markets.
- Host media on personal trips and itinerary-based familiarization tours as well as maintain in-country media relationships.
- Continue destination training for front-line travel agents.
- Place consumer advertising.
- Participate in co-op marketing programs, including direct mail, with established in-country tour operators.
- Issue country-specific press releases.

### Strategy

Maintain communication with travel agents.

### Tactics

- Host and participate in high profile travel-trade trade shows.
- Continue travel agent training sessions and group destination training.
  - Host group and individual FAM trips.
  - Advertise in travel trade publications.
  - Pursue editorial coverage targeted toward travel agents.
  - Engage in co-op marketing programs with select travel partners.
  - Continue promoting U.K. Web-based training program, TravelUni.

### Strategy

Increase tour product offerings and maintain current product level.

### Tactics

- Increase Missouri products offered by American-based receptive operators.
- Offer product updates during appointment-based trade shows, such as TIA Pow Wow, World Travel Market and Ontario Motor Coach Association.
- Support tour operator events.
- Conduct sales calls to tour operators.
- Coordinate special events focusing exclusively on Missouri.
- Increase co-op marketing support for existing programs.
- Conduct FAM trips for product development decision-makers.
- Create and maintain market-specific newsletters and guides.
- Educate Missouri's tourism industry on the importance and intricacies of working with the international tour operator.
- Work with Missouri's tourism industry and in-country representation firm(s) to create incentive programs to develop more comprehensive U.K./Canadian visitor arrival statistics.
- Continue an aggressive consumer awareness program.

- Pursue editorial coverage directed toward the foreign travel trade through press releases, personal contact and familiarization trips.

## FUTURE ITINERARY CONCEPTS

Tour operators, whether domestic or international, are constantly seeking something new. This may be in the form of a completely new theme tour or updates to an existing tour. Because many tour operators rely on repeat clientele, keeping product "fresh" is an ongoing issue, particularly in the Canadian and domestic markets.

In keeping with the itinerary-based sales approach, Legacy Dimensions will focus on:

- Civil War 150th anniversary;
- Agritourism and industrial tours;
- Ozark heritage tours;
- Great outdoors/soft adventure;
- Missouri's music.

# Cultural Tourism

The Cultural Tourism program exists to attract visitors who travel in order to experience history, heritage and the arts. This high-dollar visitor tends to stay longer, resulting in more expenditures.

In 2006, Missouri will continue to reach out to the cultural traveler, following the blueprint laid out in the 2005 Cultural and Heritage Tourism study. Upcoming national events, such as the culmination of the Lewis and Clark Corps of Discovery reenactment in St. Louis, will give Missouri an opportunity to promote itself to these special visitors.

## LEWIS AND CLARK BICENTENNIAL COMMEMORATION

2006 marks the end of the 200th anniversary of the Corps of Discovery Expedition. St. Louis will host the final National Signature Event in September, while other Missouri communities along the route will also commemorate the journey.

### Goal

Keep Missouri top of mind as a Lewis and Clark destination for history seeking travelers.

### Strategy

Target Lewis and Clark materials at travelers who have indicated an interest in history or heritage.

### Tactics

- Use public relations to continue promoting Lewis and Clark-related events.
- Remind travelers of Missouri's Lewis and Clark history.





- Highlight expedition's Missouri connection:

- • John Colter;
- • Clark's Grave.

## MISSOURI'S CIVIL WAR

In 2011, the nation will commemorate the 150th anniversary of the Civil War. Research indicates that history minded travelers are unaware of Missouri's Civil War attractions. Missouri has the opportunity to position itself as the starting place of the conflict by focusing on the Border War between Kansas and Missouri and other events that led up to War.

### Goal

Generate traffic to Missouri's Civil War sites.

### Strategy

Raise awareness of Missouri's Civil War history and heritage.

### Tactics

- Promote Missouri as the place the Civil War began:
  - e.g., Border Wars, guerrilla warfare, battles, African-American involvement, Missouri Compromise, Kansas-Nebraska Act, Dred Scott decision, Underground Railroad;
  - Include Missouri's Civil War heritage in advertising;
  - Use value-added advertorials to promote unique aspects of Missouri and include itineraries, highlight sites;
  - Drive traffic to Missouri's Civil War Heritage Web site;
  - Pitch stories and itineraries to history, travel and cultural magazine, newspaper sections and electronic media;
  - Create Civil War press trip.

### Strategy

Promote Civil War history and heritage to groups.

### Tactics

- Create itineraries.
- Create fulfillment.
- Pitch Civil War tours and sites to travel planners at trade shows:
  - NTA, ABA, AATC, Bank Travel, Glamer, Student Youth Travel Association.
- Pitch Civil War information to travel trade publications focusing on travel planners:
  - *Courier, Destinations, Group Travel Leader, Bank Travel Magazine and Travel Bound.*

## OTHER MISSOURI HISTORY

### Goal

Increase visitation to Missouri's lesser-known historic sites.

### Strategy

Promote other historical attractions and events that emphasize Missouri's history.



## Tactics

- Maintain contact with communities and organizations to keep abreast of what is available.
- Develop itineraries that encourage travel to historical sites and events.
- Use the [www.VisitMO.com](http://www.VisitMO.com) to present sites and events to the traveler.
- Use public relations and advertising where appropriate.

## PROMOTE MISSOURI HERITAGE

Missouri is home to people of all races, creeds and cultures. Travelers can experience many different traditions and customs throughout our state.

The state should begin now to promote its Civil War history in preparation for the upcoming 150th anniversary.

## Goal

Generate travel to places and events that highlight the people who shaped Missouri.

## Strategy

Create a public relations program that invites the traveler to experience Missouri's culture, such as German heritage in Hermann and Italian traditions on the Hill in St. Louis.

## Tactics

- Create press releases on heritage events.
- Pitch feature stories on communities and the people who settled them.
- Build press trips around the people and places of Missouri.

## Strategy

Incorporate heritage attractions and events into existing advertising campaigns.

## Tactics

- Highlight heritage events and sites in advertorials:
  - Juneteenth, Oktoberfest, Fiesta Hispana.
- Create heritage itineraries.
- Create fulfillment pieces showcasing our heritage.

## Strategy

Use the [www.VisitMO.com](http://www.VisitMO.com) to draw travelers.

## Tactic

- Enhance Web site content pertaining to Missouri heritage.



## Strategy

Measure current success to determine further strategy.

## Tactics

- Determine what is known about Missouri's heritage sites.
- Determine why those travelers visit Missouri's heritage sites.

# PROMOTE MISSOURI ARTS

## Goal

Drive traffic to Missouri's museums, theaters, music venues.

## Strategy

Use public relations to promote arts travel opportunities.

## Tactics

- Create press releases on upcoming exhibits, plays, musicals, festivals.
- Write feature stories for distribution.
- Highlight art experiences.
- Promote regional art projects.
- Promote craft exhibitions.
- Create itineraries around art and music.
- Develop themed art and music press tours.

## Strategy

Incorporate art and music into existing advertising.

## Tactics

- Take advantage of advertorial opportunities:
  - Calendar of arts events or music festivals.
- Include arts/music in advertising campaigns.
- Create contest to attract interest/drive traffic to musical events:
  - Theatrical plays;
  - Symphony or popular music concert.

## Strategy

Use Web site to feature art and music.

## Tactics

- Feature artists, performances, festivals.

## Strategy

Research success of arts and music promotion to determine future strategies.

## Tactics

- Use research to determine who travels for art and music.
- Determine what motivates this traveler to visit.

# A visit by an overnight motor coach tour group leaves \$5,094 to \$11,264 in a destination's economy.



## PROMOTE MISSOURI AS AN AGRITOURISM DESTINATION

When you visit a harvest festival, stop off at a winery and take the tour, spend the afternoon at a pick-your-own orchard or cut your own Christmas tree, that's agritourism. This is a growing segment of Missouri tourism offerings.

According to the recent Cultural and Heritage Tourism research, travelers do not consider the Midwest as the place to experience wineries. Missouri has an opportunity to market the state as the premier midwestern destination for wineries. The division will look for partnership opportunities to work with the Missouri Grape and Wine Program and the Department of Agriculture to promote wineries, agriculture and Missouri agricultural products.

### Goals

- Position Missouri as the Midwest's premier wine destination.
- Encourage visitation by new visitors to agritourism attractions, particularly wineries.
- Expand existing visitor stays by including agritourism attractions in their itineraries.

### Strategy

Use public relations to promote agritourism opportunities, particularly food and wine attractions.

### Tactic

- Pitch stories to family-oriented media that focus on the experience of agritourism, e.g. farm stays, tours, cooking schools or demonstrations.

### Strategy

Incorporate agritourism into existing advertising.

### Tactic

- Explore joint advertising opportunities with Grape and Wine Program and Department of Agriculture.

### Strategy

Promote agritourism opportunities to groups.

### Tactics

- Add agritourism opportunities to existing group itineraries.
- Include agritourism information in meetings with travel planners, particularly student and youth groups.

# Tour and Travel

In an effort to embrace the changing domestic group tour market, the Division of Tourism and contractor Legacy Dimensions will continue to focus resources toward attracting the affinity markets. These efforts produce multiple benefits, including helping drive pre-formed group business to professional tour operators currently offering Missouri products.

## **TARGET MARKETS**

- Primary-affinity groups:
  - Bank clubs;
  - Group leaders:
    - Retirement community travel clubs
    - Religious groups.
- Student youth groups.
- Secondary-traditional travel trade:
  - Tour operators;
  - Travel agents;
  - Receptive tour operators.

## **TARGET AUDIENCE**

- Age 55-plus traveling with their spouse, or widow(er) traveling alone.
- Students traveling for educational or performance purposes.
- Day trip groups.
- Baby boomers seeking individual experiences without driving.

## **Goal**

Increase domestic group visitors to Missouri.

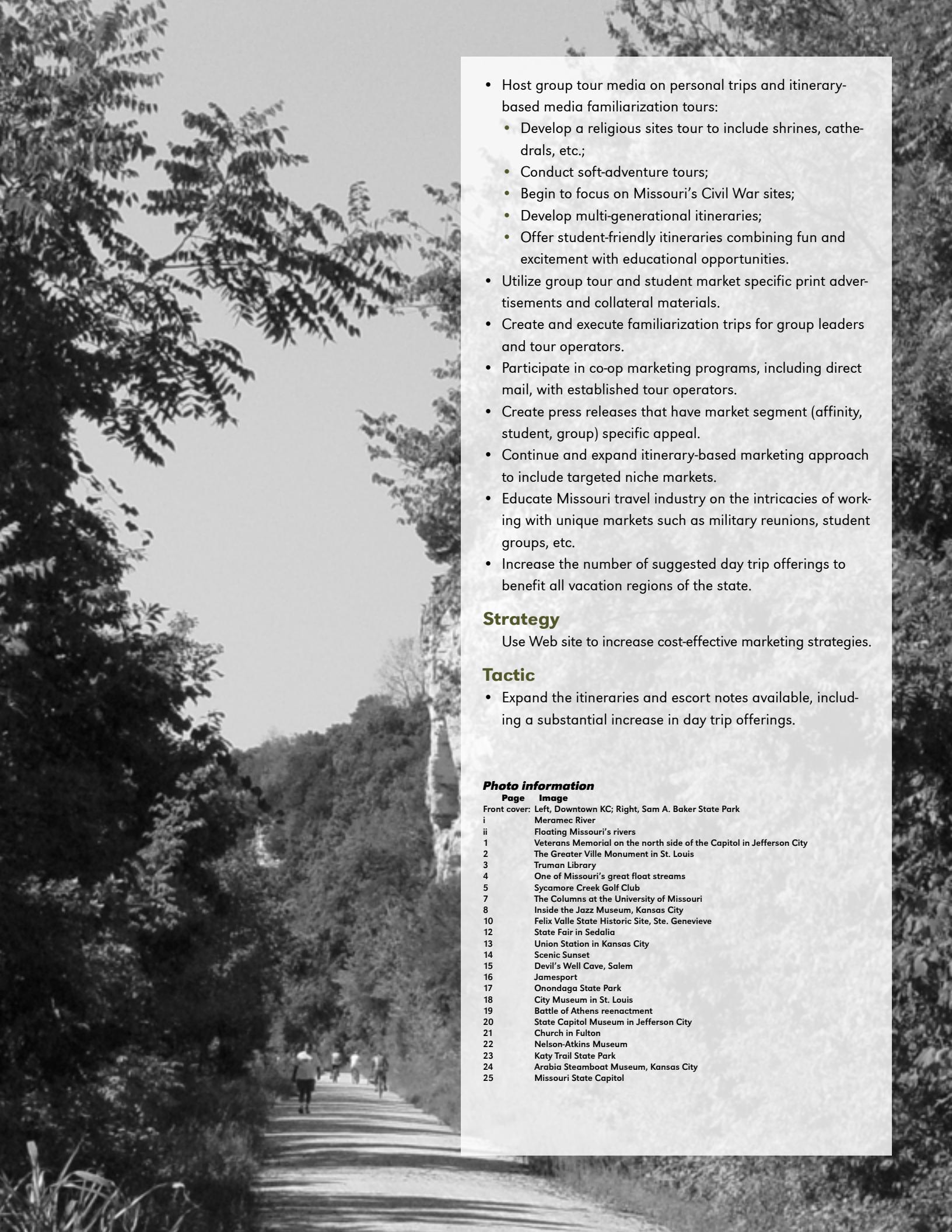
## **Strategy**

Promote Missouri as a positive and memorable destination for group travel.

## **Tactics**

- Expand promotions and trade shows targeting affinity groups.
  - Participate in National Tour Association, continuing a 23-year tradition of sponsoring Breakfast in Bed.
  - Participate in American Bus Association Convention.
  - Continue participation in the Student Youth Travel Association conference and winter summit held in Branson.
  - Continue Missouri promotion conducted during the Bank Travel Conference.





- Host group tour media on personal trips and itinerary-based media familiarization tours:
  - Develop a religious sites tour to include shrines, cathedrals, etc.;
  - Conduct soft-adventure tours;
  - Begin to focus on Missouri's Civil War sites;
  - Develop multi-generational itineraries;
  - Offer student-friendly itineraries combining fun and excitement with educational opportunities.
- Utilize group tour and student market specific print advertisements and collateral materials.
- Create and execute familiarization trips for group leaders and tour operators.
- Participate in co-op marketing programs, including direct mail, with established tour operators.
- Create press releases that have market segment (affinity, student, group) specific appeal.
- Continue and expand itinerary-based marketing approach to include targeted niche markets.
- Educate Missouri travel industry on the intricacies of working with unique markets such as military reunions, student groups, etc.
- Increase the number of suggested day trip offerings to benefit all vacation regions of the state.

### Strategy

Use Web site to increase cost-effective marketing strategies.

### Tactic

- Expand the itineraries and escort notes available, including a substantial increase in day trip offerings.

### Photo information

#### Page Image

Page	Image
Front cover: Left, Downtown KC; Right, Sam A. Baker State Park	
i	Meramec River
ii	Floating Missouri's rivers
1	Veterans Memorial on the north side of the Capitol in Jefferson City
2	The Greater Ville Monument in St. Louis
3	Truman Library
4	One of Missouri's great float streams
5	Sycamore Creek Golf Club
7	The Columns at the University of Missouri
8	Inside the Jazz Museum, Kansas City
10	Felix Valle State Historic Site, Ste. Genevieve
12	State Fair in Sedalia
13	Union Station in Kansas City
14	Scenic Sunset
15	Devil's Well Cave, Salem
16	Jamesport
17	Onondaga State Park
18	City Museum in St. Louis
19	Battle of Athens reenactment
20	State Capitol Museum in Jefferson City
21	Church in Fulton
22	Nelson-Atkins Museum
23	Katy Trail State Park
24	Arabia Steamboat Museum, Kansas City
25	Missouri State Capitol

# Events, Trade Shows and Marketplaces

**JAN. 3-8**

**Kansas City Sport and Boat Show**  
*Kansas City, Mo.*

**JAN. 11-15**

**Chicago Boat, RV and Outdoors Show**  
*Chicago, Ill.*

**JAN. 25-28**

**Student Youth Travel Association (SYTA) Summit**  
*Branson, Mo.*

**JAN. 30-FEB. 5**

**Tulsa Sport and Boat Show**  
*Tulsa, Okla.*

**FEB. 2-8**

**American Bus Association Annual Convention**  
*Nashville, Tenn.*

**FEB. 7-12**

**St. Louis Boat Show**  
*St. Louis, Mo.*

**MARCH 5-7**

**Bank Travel Conference**  
*Mobile, Ala.*

**MARCH 9-10**

**Missouri Association of RV Parks and Campgrounds Trade Show**  
*Columbia, Mo.*

**MARCH 28-APRIL 1**

**Midwest Travel Writers Association Meeting and Marketplace**  
*Seoul, Daegu and Busan, South Korea*

**SPRING**

**Forever Young Consumer Show**  
*Toronto, Canada*

**APRIL 23-28**

**Missouri's On The Move**  
*Cleveland, Ohio, Columbus, Ohio, Pittsburgh, Pa. Indianapolis, Ind.*

**MAY 6-10**

**TIA Discover America International Pow Wow**  
*Orlando, Fla.*

**MAY 30-JUNE 2**

**North American Travel Journalists Association Conference and Marketplace**  
*Stowe, Vt.*

**JUNE 5-9**

**SeeAmerica Week and Missouri UK Sales Mission**  
*London, England*

**JUNE 18-20**

**Public Relations Society of America Travel and Tourism Section Conference and Marketplace**  
*Washington, D.C.*

**JUNE 18-21**

**Travel and Tourism Research Association 2006 Annual Conference**  
*Dublin, Ireland*

**JULY 29-AUG 3**

**International Motor Coach Group (IMG)**  
*New York, N.Y.*

**AUG 20-21**

**Missouri Showcase Marketplace**  
*Excelsior Springs, Mo.*

**SEPT 8-12**

**Student Youth Travel Association**  
*Boston, Mass.*

**SEPT. 13-17**

**Midwest Travel Writers Association Meeting and Marketplace**  
*Central Iowa*

**SEPT. 28-29**

**CenStates Chapter of Travel and Tourism Research Association**  
*St. Charles, Ill.*

**Nov 3-7**

**National Tour Assoc. Annual Convention**  
*Salt Lake City, Utah*

**Nov 6-9**

**World Travel Market**  
*London, England*

**Nov 11-15**

**Ontario Motor Coach Assoc.**  
*Toronto, Canada*



## ADMINISTRATION

### JOHN ROBINSON

*Director*  
573-751-3051  
john.robinson@ded.mo.gov

### R.B. "Bob" SMITH, III

*Deputy Director*  
573-751-2016  
rb.smith@ded.mo.gov

### ROBERT L. HAIN

*Deputy Director*  
573-751-1912  
bob.hain@ded.mo.gov

### SUZY SCHNEIDER

*Executive Assistant  
to the Commission*  
573-751-3051  
suzy.schneider@ded.mo.gov

### MARY OBERREITHER

*Administrative Office Support  
Assistant*  
573-751-1908  
mary.oberreither@ded.mo.gov

### MARY "MEG" CHURCHILL

*Administrative Office Support  
Assistant*  
573-526-5900  
meg.churchill@ded.mo.gov

## COMMUNICATIONS

### TRACEY BERRY

*Communications Administrator*  
573-751-3438  
tracey.berry@ded.mo.gov

### LAURA HOLLOWAY

*Web Site Editor*  
573-522-9593  
laura.holloway@ded.mo.gov

### LUCI BRANYAN

*Graphics Artist*  
573-751-1913  
luci.branyan@ded.mo.gov

### MIKE MURRAY

*Public Information Coordinator*  
573-522-5501  
michael.murray@ded.mo.gov

### SCOTT McCULLOUGH

*Public Information Specialist*  
573-522-9596  
scott.mccullough@ded.mo.gov

## COOPERATIVE

## MARKETING

### BECKY HEEREN

*Cooperative Marketing Officer*  
573-751-3246  
becky.heeren@ded.mo.gov

### KATHRYN CAPPS

*Cooperative Marketing Officer*  
573-751-1551  
kathryn.capps@ded.mo.gov

## DOMESTIC

## MARKETING

### JEFF WOHLT

*Domestic Marketing  
Coordinator*  
573-526-8027  
jeff.wohlt@ded.mo.gov

## FINANCIAL

### ROSA DARLENE NORTHCUTT

*Fiscal and Administrative*

### Manager

573-751-3337  
darlene.northcutt@ded.mo.gov

### DEBBIE L. STEFFAN

*Accountant II*  
573-526-8081  
debbie.steffan@ded.mo.gov

### RANDY ROBINETT

*Accountant I*  
573-751-3636  
randy.robinett@ded.mo.gov

## SPECIAL MARKETS

### LORI SIMMS

*Special Markets Manager*  
573-751-3208  
lori.simms@ded.mo.gov

### CYNTHIA MORRIS-SAPP

*Group Specialist*  
573-751-1910  
cynthia.morris-sapp@ded.  
mo.gov

## STRATEGIC PLANNING

## AND RESEARCH

### DEE ANN MCKINNEY

*Research Administrator*  
573-526-1553  
deeann.mckinney@ded.mo.gov

### DEBRA LEE

*Strategic Planner*  
573-526-3566  
debra.lee@ded.mo.gov

### LORINDA FOSTER

*Fiscal/Research Assistant*  
573-751-1032  
lorinda.foster@ded.mo.gov

## WELCOME CENTERS

### HANNIBAL

Bob Greenlee  
Mike Spurgeon  
573-248-2420  
tourism.hannibal@ded.mo.gov

### JOPLIN

Debbie Hopper  
Gary Wofford  
Kamala Bramlett  
417-629-3030  
tourism.joplin@ded.mo.gov

### KANSAS CITY

Joann Franklin  
Dave Smith  
Bill Hill  
816-889-3330  
tourism.kansascity@ded.  
mo.gov

### NEW MADRID

Jan Farrenburg  
Reida Kimes  
Laura Holmes  
573-643-2654  
tourism.newmadrid@ded.  
mo.gov

### ROCK PORT

Beverly King  
Arthur Sauter  
660-744-6300  
tourism.rockport@ded.mo.gov

### ST. LOUIS

Maureen Rone  
Robert "Bo" Hilderbrand  
314-869-7100  
tourism.stlouis@ded.mo.gov

